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Federal Communications Commission

WASHINGTON, D.C.

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SEP 10 2003

Federal Communication Commission
Bureau / Office

In the Matter of)

)
Amendment of Section 73.202(b),
Table of Allotments,
FM Broadcast Stations.
(Idaho Falls and Iona, Idaho)

)
MM Docket No. 02-289
RM-10526
)
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To: Chief, Allocations Branch

SEP 15 2003

Federal Communications Commission
Office of the Secretary

REPLY COMMENTS IN SUPPORT OF COUNTERPROPOSAL

Sand Hill Media Corporation ("Sand Hill"), the licensee of KQEO(FM), Idaho Falls, Idaho, by its undersigned attorneys and in response to the Commission's Public Notice in the above-captioned proceeding, MB Docket No. 02-289 (released August 26, 2003) (the "*Public Notice*"), hereby files these Reply Comments in support of its proposal to substitute Channel 299C1 for Channel 296C1 at Idaho Falls, to allot channel 299C1 at Iona, Idaho, and to modify the license of KQEO to specify Iona as its community of license.

Discussion

1. Scott D. Parker commenced this proceeding with the filing of a Petition for Rule Making ("Petition") requesting that the Commission initiate a proceeding to amend the FM Table of Allotments to allot Channel 300C1 to Idaho Falls, Idaho. On November 18, 2002, Sand Hill filed comments and a counterproposal in this proceeding and requested that the Commission not allot new Channel 300C1 at Idaho Falls, as requested by Scott Parker, but instead modify the facilities of KQEO by specifying operations on Channel 299C1 in lieu of its current Channel

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296C1, and change the city of license of KQEO from Idaho Falls to Iona, Idaho. Sand Hill demonstrated in its comments and counterproposal that the proposed change in KQEO's community of license would not only comply with the Commission's technical requirements, but would also enable Sand Hill to provide the community of Iona with its first local service while not depriving Idaho Falls of local broadcast service.¹

2. Sand Hill hereby incorporates herein by reference its comments and counterproposal previously filed in this proceeding and reiterates its expression of interest in the substitution of Channel 299C1 for Channel 296C1 at Idaho Falls, Idaho and the reallocation of Channel 299C1 from Idaho Falls to Iona, Idaho and the modification of the KQEO's license to specify operation at Iona. If the proposal set forth in this proceeding is adopted, Sand Hill will expeditiously submit a minor change application for a construction permit specifying the new facility and, once its construction permit is granted, will proceed promptly to file an application for a covering license for the station licensed to Iona.

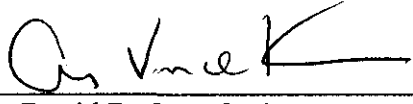
¹ Sand Hill also agreed to reimburse Scott Parker for his expenses in the preparation of the Petition.

Conclusion

As Sand Hill has previously demonstrated, grant of the proposal set forth in the *Public Notice* will result in a preferential arrangement of allotments as it will permit KQEO to provide a first local service to a community currently without such service without depriving Idaho Falls of local transmission service. Moreover, the proposal is consistent with all of the Commission's rules, regulations, and policies. For these reasons, Sand Hill urges the Commission to adopt the its proposal to modify the facilities of KQEO to specify operation on Channel 299C1 in Iona, Idaho.

Respectfully submitted,

SAND HILL MEDIA CORPORATION

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Dated: September 10, 2003

CERTIFICATE OF SERVICE

I, Renee Williams, a secretary in the law offices of Shaw Pittman LLP, hereby certify that on this 10th day of September, 2003, a copy of the foregoing **"REPLY COMMENTS IN SUPPORT OF COUNTERPROPOSAL"** was sent via first class, U.S. mail, postage prepaid, to the following:

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